

ABSTRACT

(0027) A system for soliciting donations via the World Wide Web or Internet. A donor may, if desired, be an individual or an individual representing an organization with a particular interest in a charitable organization. The charitable organization is a non-profit organization that has a presence or website on the Internet. The system is integrated with the charitable organization's website. The charitable organization has cataloged on the system's database particular items or assets as gifts to the donor based on the contribution area of interest of the donor. The donor, in communication with the charitable organization, selects a donation by activating a hyperlink to the system's website. Transparent to the donor, the system is now in communication with the donor and the charitable organization. The system facilitates the donation process, the selection of gifts, the implication and effect of the tax deduction, and the delivery of the selected gifts.